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The Use of Technology to Engage Donors and Prospects of Every Generation

Topic: Annual Fund (AF)

Greatest Generation. Boomers. Gen X. Gen Y (aka Millennials). Gen Z. Each cohort is different. But the same.

Email. Facebook. Twitter. Snapchat. Crowdfunding. Each technology is different. But the same.

In this session we'll discuss the generations and how to reach them. What they care about. What they don't. What technology they use and don't. We'll explore the intersections and how to get the maximum results with the minimum investment of time and effort.